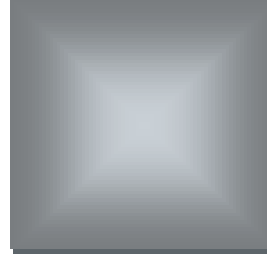


2018 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2017, the **Retail Trade** sector comprised 11.8 percent of all public and private covered employment in Iowa, providing jobs for 181,746 workers. These workers had an average annual wage of \$26,515, which was 42.5 percent lower than the average annual wage of \$46,073 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

Since 2010, retail trade employment in Iowa has gradually increased each year, adding a total of 9,587 jobs through 2016. However; with consumer preferences moving more toward online shopping Iowa experienced a decrease in employment of approximately 900 workers in 2017.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector. Despite a year-over-year increase of \$707, Iowa's average annual wage is 15.1 percent lower than the national average.

The Retail Trade sector is not dominated by one gender, with women making up 51.0 percent of the sector's workforce.





RETAIL TRADE IOWA INDUSTRY PROFILE

What is Retail Trade?

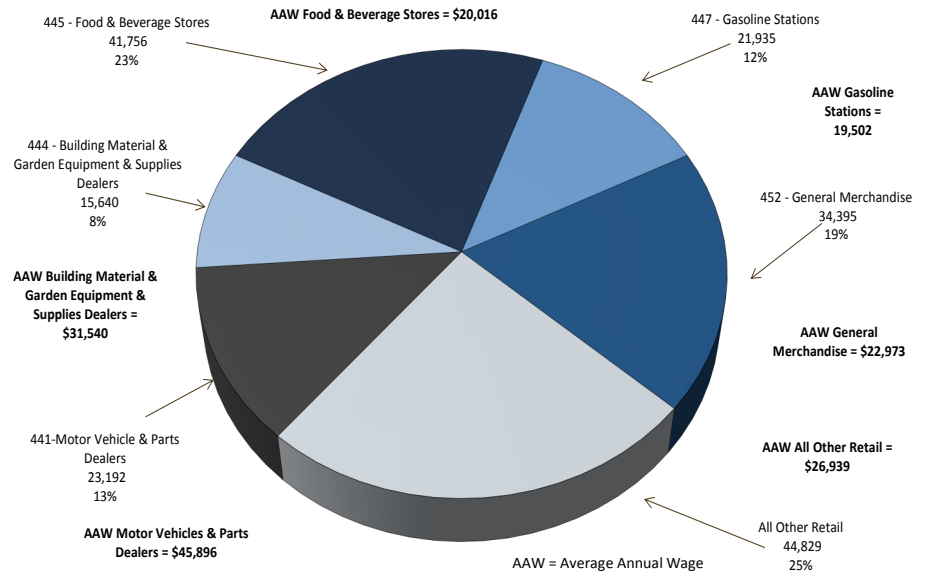
This sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

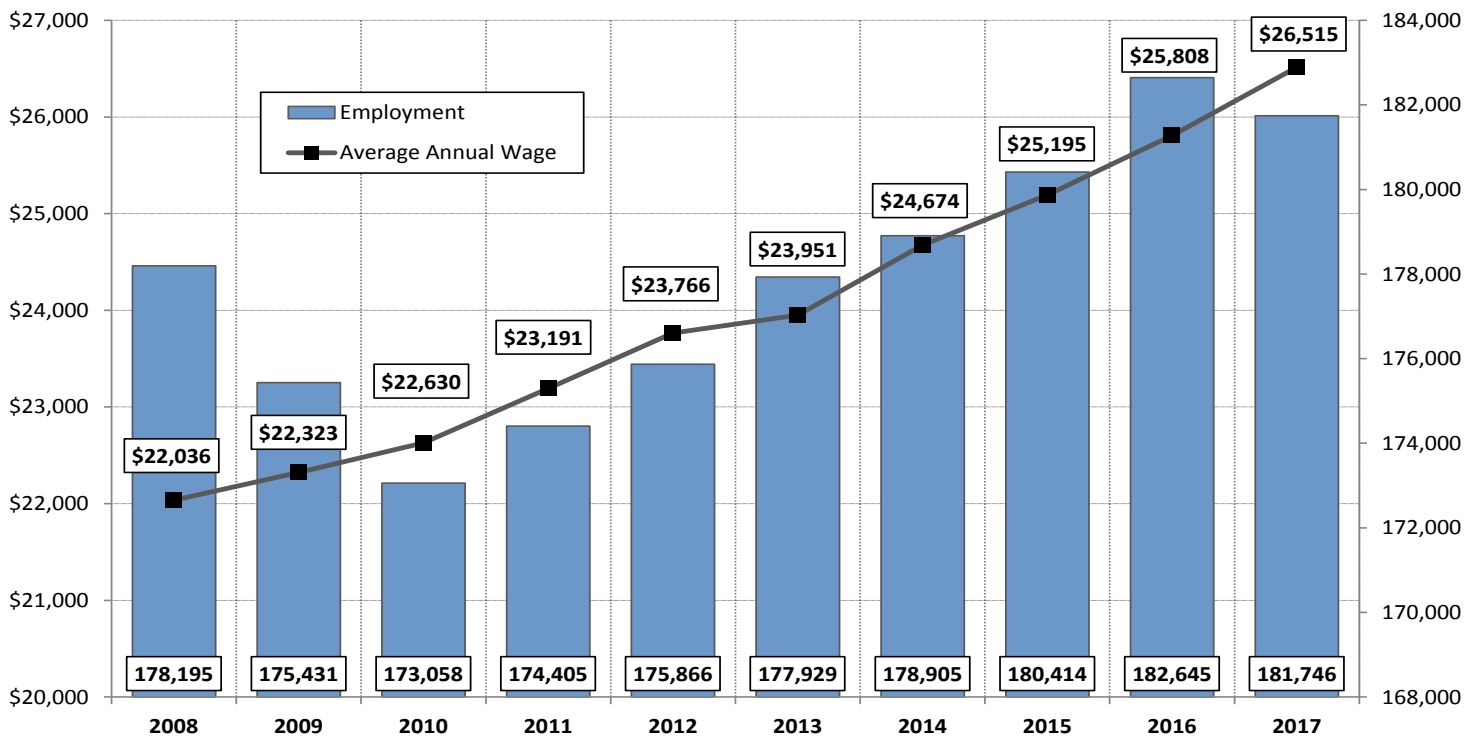
2017 Industry Breakout by Employment in Iowa *Retail NAICS Industry Coding*

Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2008–2017 Employment in Retail Trade in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

RETAIL TRADE IOWA INDUSTRY PROFILE



Examples of Major Retail Trade Employers

Name of Company	Industry
Casey's General Stores	Gasoline stations
Hy-Vee	Grocery stores
Kum & Go	Gasoline stations
Lowe's Home Improvement	Building Material & Supplies Dealers
Target	Department Stores
Walmart	General merchandise stores-warehouse clubs & supercenters

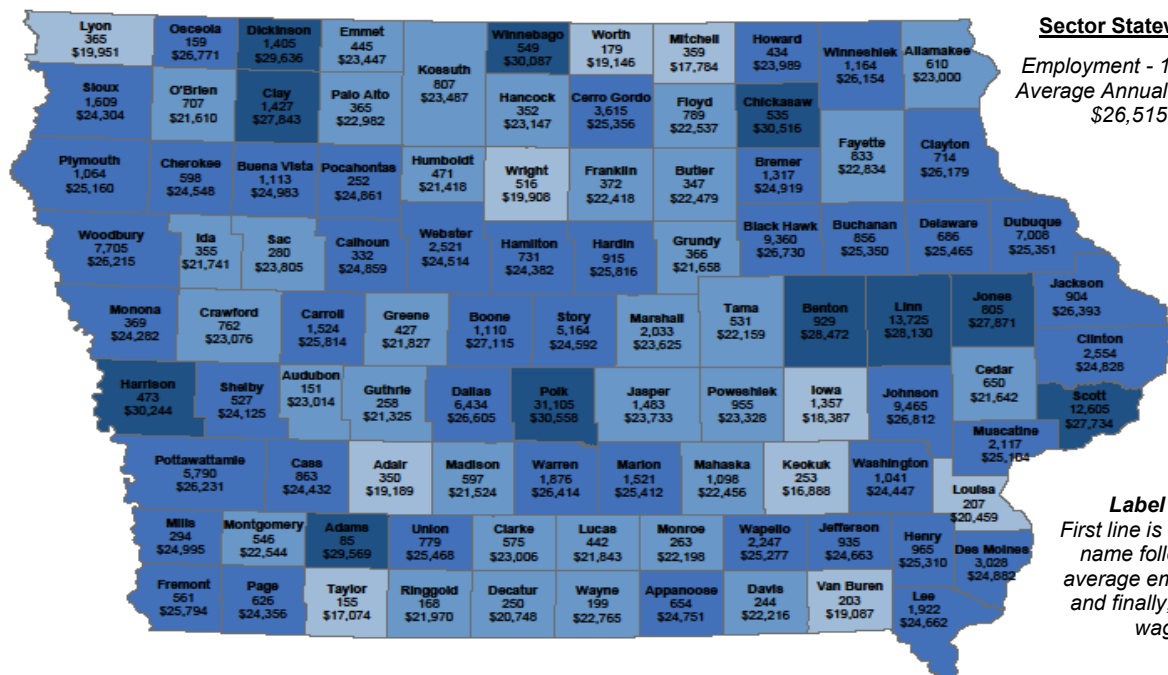
Source: www.iowaworkforcedevelopment.gov/employer-database

Employers

In 2017, there were 11,815 **Retail Trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,758. However, the **All other retail** subsector accounted for the most employment, supplying 24.7 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are twelve different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2017 Covered Employment in Retail Trade by County



Wages Less than \$20,459 \$20,460 - \$23,805 \$23,806 - \$27,115 Greater than \$27,115

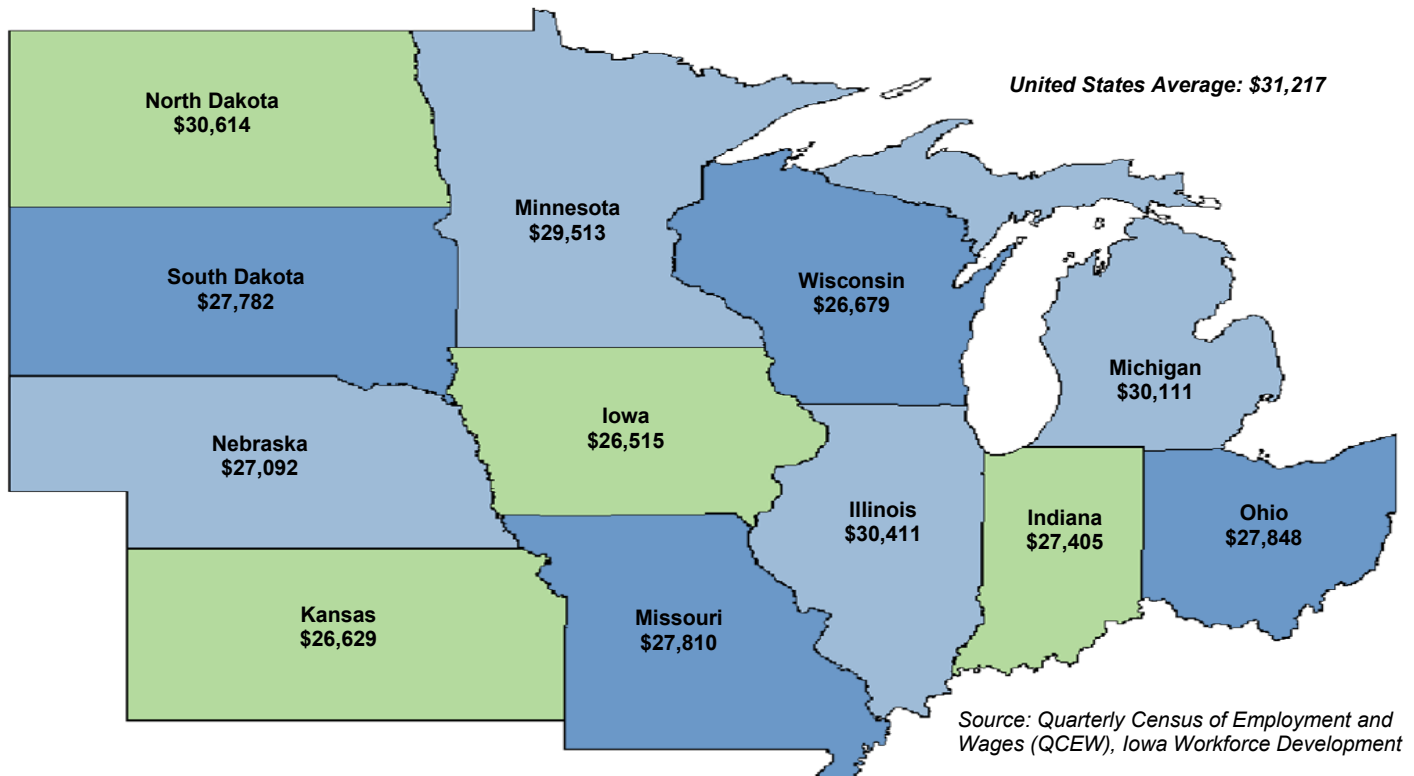
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



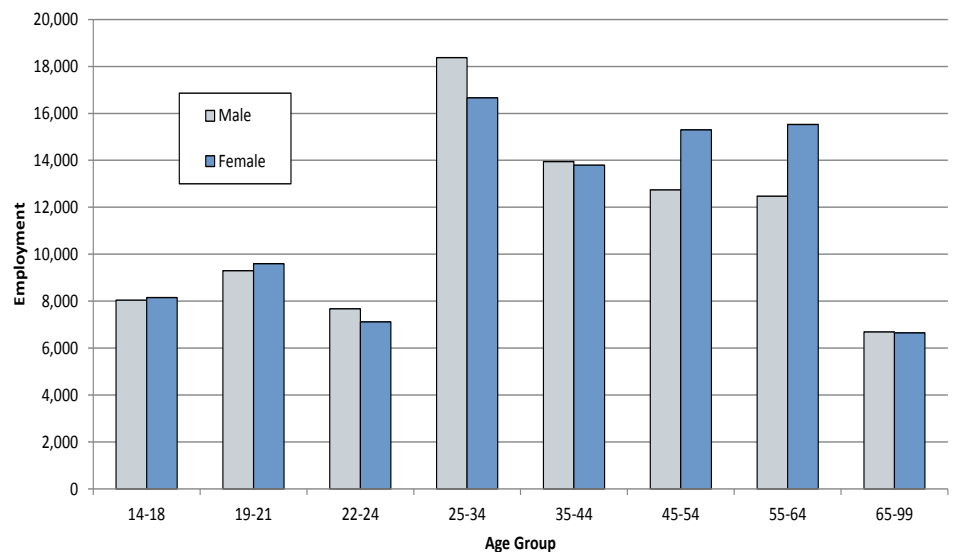
RETAIL TRADE IOWA INDUSTRY PROFILE

2017 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Industry Distribution by Age and Gender, 2nd Quarter 2017



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

Contact Information

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